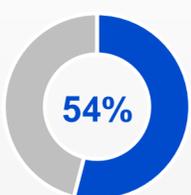


# Accelerate data transformations through responsible data democratization

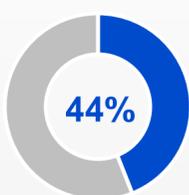
Amplify business growth with scalable data governance

## Data is your most strategic asset.

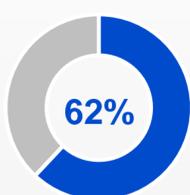
Organizations that embrace data and analytics are more likely to realize benefits



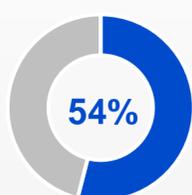
Saw increased revenue performance (vs. 16% for less mature users)



Saw faster time to market (vs. 11% for less mature users)



Saw improvement in customer satisfaction (vs. 15% for less mature users)

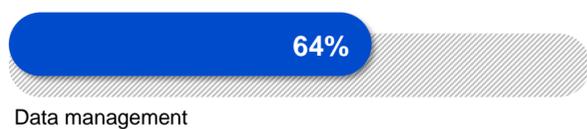


Saw increased profit results (vs. 13% for less mature users)

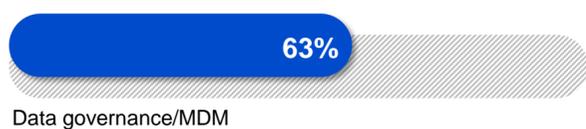
From "Understanding Why Analytics Strategies Fall Short for Some, but Not for Others," Harvard Business Review Analytic Services, October 2019.

## But data governance is a people, cultural, and change management conundrum...

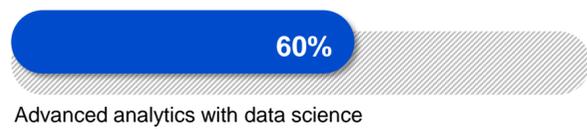
Changes in investments for data and analytics capabilities:



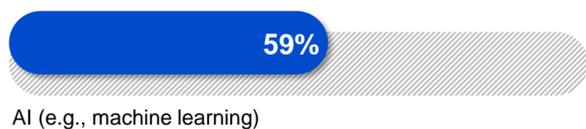
Data management



Data governance/MDM



Advanced analytics with data science



AI (e.g., machine learning)

## ...and can present many roadblocks to success of data and analytics initiatives.

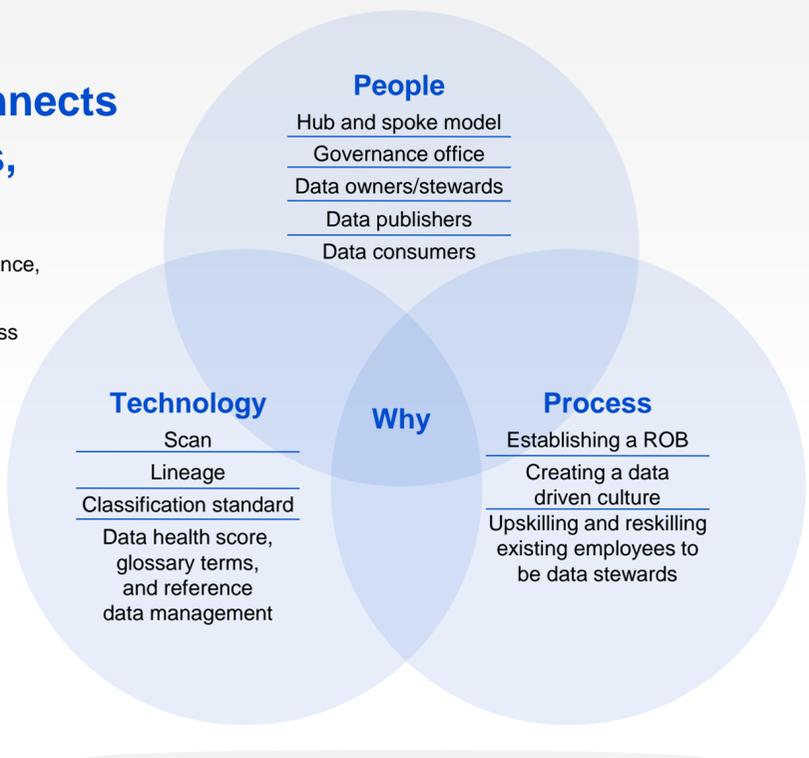
- Skills and staff shortages
- Culture challenges to accept change
- Poor data literacy
- Lack of resources/funding to support programs
- Insufficient sharing of internal data/lack of access to external data
- Lack of business stakeholder involvement and support
- Not enough authority to execute the CDAO responsibilities

2023 Gartner® CDAO Agenda 2023: Presence, Persistence and Performance.

## Data governance connects your people, process, and technology.

When data is amplified through data governance, data transformations can be accelerated.

Abacode and Microsoft can help your business maximize the value of your data.



## The path forward: Data governance journey with Abacode

Accelerated business value

- Discover data**  
Identify end-to-end data estate through connected data.
- Describe data**  
Understand data through applied business context.
- Manage data**  
Manage data at scale to improve business outcomes.
- Democratize data**  
Responsibly democratize data to end users in adherence with data policies.

## Sign up for Abacode's free workshop

to learn more about Microsoft's data transformation journey, understand how to navigate the change management process for implemented data governance, and learn about Microsoft solutions that can enable your data transformation.

Register today!

